CHAPTER I

INTRODUCTION

A. Background of the Study

Crystal and Varley (1993) state that communication is the sending and receiving of messages to the others. It means to any message, not just the greatly structured symbolic massages of language. Communication is a wider concept than language, and language is included within what is meant by communication.

Communication is the common activities of human being. The purpose of communication is sending messages, information, share the opinions, and keeping relationship with the other. In communication, there are several ways to send messages, such as face-to-face or using media. When people communicate, they are using politeness to respect the others, elders, and strangers. Though, there are some people are impolite when communicate with the other. It has many reasons why people are impolite when communicate, such as they have different opinion with the other and wants to defend his argument; his emotional of anger could not be hold out or they have intimate relationship. There are many ways of communication, the first is verbal communication, the second is non-verbal communication, then written communication, and the last is visual communication.

The first way of communication is verbal communication. It is communication within voices or spoken. Verbal communication refers to the

send a message using of sound and language. It works to express ideas, opinions, concepts, etc (e.g., face-to-face, telephone, radio or other media) while, nonverbal communication involves those nonverbal stimuli in a communication setting that are generated by both the speaker and his use of the environment and that have potential message value for the speaker or listener. Essentially, it is sending and receiving messages in a variety of ways without the use of verbal codes or words. It is both intentional and unintentional.

The other categories of communication are written and visual communication. Written communication is used in letters, e-mails, books, magazines, and the internet or others media. Written communication contains any type of message that use of the written word. Nowadays, written communication becomes popular, especially in social media or sites. When someone shares his opinion, express his feeling, etc with his own language, particularly with impolite words, he will get impolite responds too and it often makes words war because it annoyed the others. The last is visual communication, used graphs and charts, maps, logos and other visualizations can communicate messages. This communication makes people understand things better, the complex ideas can be presented clearly within a short time period, and can be used to communicate to wide group with differing background.

For all categories of communication which give the most chance to interact impolitely with the others are verbal communication and written communication. In this study, the writer used written communication. However, I

will be specifying about written communication in online article written by the readers.

The example below is taken from article in Dailymail entitled *Brendan Rodgers insists Liverpool are not in crisis ahead of FA Cup quarter-final clash*

> MR. AMAZING: LOSERPOOL FANS ARE THE
> MOST ARROGANT FANS THERE HAS EVER
> BEEN BECAUSE THEY THINK IT IS THEIR
> DIVINE RIGHT TO WINNING TROPHIES
> EVERY SEASON WHICH IS NOT THE CASE ND
> I FOR ONE HOPE THEY NEVER WIN SO MUCH
> AS A WOODEN SPOON HAHAHAHA GGMU

The data above are taken from article entitled *Brendan Rodgers insists Liverpool are not in crisis ahead of FA Cup quarter-final clash.* The utterance contains a bald on record impoliteness strategies, the FTA (*Face Threatening Act)* is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized (Culpeper 1996). The comments above show that the participant is not a Liverpool's supporter. He obviously called Liverpool with *Loserpool* and uses capital in whole his written utterance. He commented about the article that said the optimism of the Liverpool's manager. He does not like comments from Liverpool's supporters about their optimism that the team will win trophies in every season. When using bald on record impoliteness strategies, participants clearly attack face.

Although previous studies have examined impoliteness, most of them focus on spoken impoliteness. The research of written impoliteness has been rarely examined, and hence this study is to fill in this gap. Thus, this present study examines written impoliteness in comments of online news.

Most of the native researchers have studied spoken impoliteness in variant data sources. Culpeper is using television documentary (2003), television quiz show (2005). Aydinoglu (2013) is using an American woman playwright in Geralyn L. Harton. Then, Laitinen (2011) is using television drama. Wang is using female mandarin speakers (2008). Marlangeon studied about a typology of verbal impoliteness behavior for the English and Spanish cultures (2012).

The research of written impoliteness especially in online magazines has been rarely examined. The most studies of written impoliteness, get the data from a novel. Methias (2010) using a novel of *Dickens's Great Expectation* in his research. Kuntsi (2012) also uses a novel "Dover Trial" in her research. In Indonesia, research about impoliteness is still not widely. The example, Hartono (2014), he uses comic strip as his object to analyze impoliteness strategies. And the last is Wibowo (Nd), he examines impoliteness used in online football comments. The present research has same object with Wibowo, but different participants. The previous research used Indonesian participants (English as second language) and the present research uses native participants (English as mother tongue or first language).

Based on the example above, the researcher is interested in doing this research which deals with impoliteness used in Dailymail's comments, focusing on analyzing the impoliteness strategies are used by reader in Dailymail. The title of the research is *"Impoliteness Strategies Used in Dailymail's Comments".* The aim of the research is to describe the types of impoliteness strategies found dominantly and to describe the conventional form of impoliteness used in Dailymail's comments. This study will be different with the studies before, the researcher focuses on written impoliteness by native participants in CMC. The researcher hopes that this research will be useful as additional references and enrichment in studying language used.

B. Limitation of the Study

The scope of Pragmatics Analysis is very broad, so this study is limited to impoliteness used in Dailymail's comments in below of the articles. This is due to the fact that the study of impoliteness used in Dailymail's comments has not been researched yet.

C. Problem Statements

Based on the reasons on the background of the study, the researcher purposes the following problems:

1. What are the types of impoliteness strategies dominantly found in Dailymail's comments?

2. What are the conventional forms of impoliteness used in Dailymail's comments?

D. Objectives of the Study

Based on the problem statements, the objectives of the study of this research are:

1. To describe the types of impoliteness strategies found dominantly in Dailymail's comments

2. To describe the conventional forms of impoliteness used in Dailymail's comments

E. Benefits of the Study,

The researcher has two kinds of benefits, theoretical and practical benefit.

1. Practical benefit

   a. Teachers

      The result of the study can be useful for additional information that can be applied by teachers in teaching and practicing Pragmatics analysis.

   b. Students

      This result can be used as the rules and knowledge in Pragmatics analysis on of impoliteness strategies.

2. Theoretical benefit

This research will enrich the study of linguistics especially about impoliteness strategies and conventional form. It can give additional reference or further references for other researchers who interesting in linguistics study on Pragmatic analysis of impoliteness and its contributions for English department students particularly in learning about pragmatics.

F. Research Paper Organization

The writer organizes this research paper in order to make it easier to understand. The research paper is divided into six chapters.

Chapter I is introduction which consists of the background of the study, previous study, problem statement, limitation of the study, objective of the study, significant of the study, research method and paper organization.

Chapter II is underlying theory. It deals with pragmatics, impoliteness strategies, and computer-mediated-communication (CMC).

Chapter III is research method, presenting type of the study, object of the study, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV is the result of the research. In this chapter the researcher presents the data analysis and discussion. The data analysis is elaborates into the types of impoliteness strategies by Culpeper used in Dailymail's comments and the conventional forms of impoliteness based on Culpeper.

Chapter V is conclusion and suggestion. And the last part will be bibliography and appendix.